

MEDFORD--Jewel of the Rogue Valley

Economy Mattress & Upholstery Co. Does Good Work

Supplying a service such as is offered by the Economy Mattress and Upholstery Company is by no means an easy task. It even goes beyond the boundary lines of Phoenix, where this enterprising firm is located just ½ mile South on the Pacific Highway. But Mr. D. E. McClurg who so capably manages this concern, renovating mattresses and upholstering furniture is all in a day's work.

He is an acknowledged expert of many years experience in this particular profession, and he is daily utilizing this expertness to turn out quality work that is commendable. Only fine new materials are used, and there is the choice of many kinds and qualities of covers and fabrics.

Modern equipment in a modern building is an assurance that the handling of your bedding and furniture will be guarded against contamination. When you send your mattresses to Economy Mattress & Upholstery Company you are sure of top quality. As they don't use the cheaper grade of materials inside and then cover it with a fancy fabric. There is only one quality and that is the best.

Mr. D. E. McClurg excels in this line and throughout this service he has proved a boon to many a household that now enjoys the extra comfort of properly designed and constructed mattresses. This is a signal compliment to the ability of Mr. McClurg whose years of progressive leadership has made this business what it is today.

Eads Transfer & Storage Company Worthy of Mention

A notable example of substantial progress is this up-to-date transfer and storage company. This writer knows that this firm is equipped to take care of your moving needs in the most satisfactory manner. Nowhere do you find more modern equipment or facilities than those of the Eads Transfer & Storage Company located at 16 South Fir, in Medford. They have a modern storage, immaculately clean and well ventilated, where you may store your household goods and know they are well taken care of. If you

Medford Feed & Seed Co Aid To Farmers

The Medford Feed & Seed Company has made a scientific study of the needs of this area. From this study came a knowledge of advanced ideas regarding the scientific production of feeds that are tested for purity and reliability.

Today people of our district have come to know that they can get from the Medford Feed & Seed Company the best feeds and Seeds on the market. They enjoy a reputation far and wide for the strength forward methods of business operation they conduct.

Although never stressed the Medford Feed and Seed Company, is comparable to any other feed company in this section and undoubtedly accounts in a large measure for the increasing volume of business.

A complete line of Albers Quality Controlled Feeds are kept in stock at the warehouse of the Medford Feed & Seed Company at 224 North Fir, in Medford. These feeds are scientific

wish to go into smaller quarters, you will find this firm an ideal place to store all or part of your household furnishings.

Eads Transfer and Storage cordially welcome any questions and a call to 7121 in Medford will show you the many advantages of letting this firm handle your moving problems. In addition to maintaining a fleet of modern padded furniture vans they are available for shipment to any point on the Pacific Coast, they are agents and representatives for one of the nation's leading long distance movers, namely United Van Lines.

In our Progress Edition, we wish to call attention to this convenient service and commend the Eads Transfer & Storage Company upon their progressive and efficient business methods.

SPECIAL ADVERTISING PAGE DEVOTED TO COUNTY SEAT INSTITUTIONS

A tribute to the business and professional leaders that merit the good will of our readers.

Through 16 years of publishing, the News Review staff has witnessed many changes brought about in the valley through the location in Medford of many enterprising business and professional leaders.

It is the aim of this page to highlight some of the features of those outstanding individuals and institutions whom we feel merit the continued good will and patronage of our readers, and it is with

this in view that compilation work was objectively done.

No person represented in our Progress Edition prepared his own descriptive material; it was all prepared and sold by A. M. Taylor, Jr., a News Review representative. In every case he has tried to write objectively and candidly. News Review readers are urged to follow these news style stories through for the informative value contained. We believe you will find them interesting, instructive, and in many instances, money saving.

Jorgensen's Dairy Products Known For Quality

One of the most important factors contributing to the health of all communities is the quality of milk and other dairy products. Jackson County is fortunate in being served by Jorgensen's Dairy Products, one of the leading dairy enterprises in Southern Oregon.

The Jorgensen's Dairy handles only the highest quality of milk, cream, buttermilk, and other dairy products, with both a wholesale and retail distribution. High standards are maintained through the efficient management of Mr. Jorgen E. Jorgensen.

Rich in fats and nutritive food elements, the milk, cream and dairy products of the Jorgensen's Dairy located at 1723 No. Riverside and 506 West 6th, are handled under the most sanitary conditions. It is, accordingly no wonder that in so many instances physicians have recommended and specified for their patients, Jorgensen Dairy Products.

Jorgensen's Dairy Products are well entitled to these few words about their invaluable service to the community. Mr. Jorgensen, as the man responsible, certainly justifies the continued goodwill of the public for his management of a business that is vital to the needs of every family.

fically balanced rations for both animal and fowl.

The Medford Feed & Seed Company is to be complimented for their contribution to the farmers of this district. This writer believes that this firm has built a reliable business institution which has added to the development and progress of all the surrounding community.

American Fruit Growers Serves Farm Industry

One of the firms on which the fruit growers of this rural district depend a great deal is the American Fruit Growers Inc., located in Medford at 124 South Fir Street.

This firm has befriended the orchardists and fruit growers for years and made thousands of friends throughout their business life. American Fruit Growers carry a complete line of orchard equipment, featuring the Speed Sprayer, sprinkling and irrigation systems. Their service does not end with their customers at completion of a sale. By this we mean that fruit growers who purchase their orchard equipment from the American Fruit Growers, Inc., do so with the understanding that at any time they are welcome to drop in and ask advice as to the usage of this equipment.

The splendid reputation gained by this firm is the result of rigid adherence to policies of the strictest business honesty and fair dealings. No amount of effort is spared by the heads of this company to see that each buyer of their orchard supplies is completely satisfied and is not only a customer but a friend of the firm as well. This policy has resulted in a volume of business to the firm which is very gratifying to the management.

In presenting this article devoted to the interest of the fruit industry in southern Oregon we suggest to our people to drop in at 124 South Fir Street in Medford, on your next trip to town and look over their complete line of orchard supplies.

Shaw's For Latest Spring Fashions

Ladies' wearing apparel is one of the most delightful displays to be seen in the windows of any shop in Medford. Shaw's located at 34 North Bartlett, in Medford, prides itself in displaying the best known, popular styled, women's ready-to-wear merchandise. The window displays are frequently changed for the benefit of the many window shoppers. When they see a special number in the window that takes their eye, they immediately stop in to see it at close range and to inquire about the material and sizes in stock.

Mrs. Maxine Shaw, the manager, realizes the high quality of merchandise she carries will never let the shoppers down. It is with pride and security that she explains the special features found in suits, coats, dresses, blouses, foundation garments and lingerie handled at Shaw's. In the sports wear department will be found an unusual array of spring and summer clothing for the coming month.

The sales personnel of Shaw's are efficient to a marked degree and enjoy showing you what their store has to offer whether a sale is made or not. If you have a suit or skirt you desire to perk up with a blouse or sweater, you should drop in at Shaw's for a look at the latest spring arrivals.

A progressive, modern, shop deserves special mention in a review on the business progress of Medford, so we want to point out Shaw's located at 34 North Bartlett, in Medford, to our many readers as one of the leaders in stylist women's and misses' fashions.

Western Thrift Store, Medford's Leading Pharmacy

The relationship between the apothecary and the physician is very close. The people should have confidence in the doctor and the doctor must have confidence in the druggist, for he himself is unable without a chemical analysis to determine whether all the ingredients called for in his prescription are contained in the compound or if they are pure and fresh. Moreover the druggist, in many instances is the medium through which the physician gains certain of his knowledge.

While the drugs and prescriptions are the foundation of the Western Thrift Store at 30 North Central in Medford, like other modern druggists of other cities, they have a large business in the better cosmetics, toilet accessories, and sundry articles from which one may select necessities to fit any purse. The brands they carry are known the world over not for their high cost, but for their quality and popularity with the public.

Mrs. Goldie B. Axland and Mr. W. R. Welty, the co-owners of the Western Thrift Store, are the persons to whom much of the success of the store is due since it is they who oversee the compounding of medicines and act as buyers for the select drug items handled. With the past as a criterion and the future to anticipate we predict much success for the Western Thrift Store, located at 30 North Central in Medford.

Attention! Farmers AND Loggers

NEW Ford TRUCKS IN STOCK

Used Trucks

1. F2 3-4 TON PICKUP

2. F6--159 in. Wheelbase. 2 speed axle.

3. F7---145 Horsepower Motor. All wheelbase

4. F8---145 Horsepower Motor. Single speed or two speed axles. All wheelbase.

1 1947 Ford ½ ton Pickup — Low mileage.

2 1940 Ford Truck, G.M.C. Motor, large Brown Lipe. Large white rear end. You name your price.

3 1939 Ford pickup, new paint, new motor, 4-speed transmission.

4 1940 Chev. ½ ton. Good condition

Busch Motor Company

Jim Busch, Your Friendly Ford Dealer — Used Car Lot

North Main and Church

50 North Main, Ashland, Phone 3381